

IFW

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

App. No. : 10/810,464 Confirmation No. 9324  
Applicant : Cunningham  
Filed : 03/25/2004  
TC/A.U. : 2143  
Examiner :  
Docket No. : U000-P04042US  
Customer No. : 33356

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**Information Disclosure Statement**

Dear Sir:

**General Matters**

<input checked="checked" type="checkbox"/>	Copies of the references listed on the attached form PTO/SB/08A and PTO/SB/08B are enclosed. Copies of US patents and patent applications are not enclosed.
--	---

**This Information Disclosure Statement is being filed under:**

<input checked="" type="checkbox"/> 37 CFR 1.97(b)(3)	Before the mailing of a first Office action on the merits.
---	--

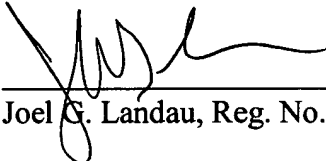
---

**Deposit Account Authorization**

Please apply any charges or credits to Deposit Account No. 503456.

Respectfully submitted,

Date: June 15, 2005


  
Joel G. Landau, Reg. No. 54,732

SoCal IP Law Group LLP  
310 N. Westlake Blvd., Suite 120  
Westlake Village, CA 91362  
Telephone: 805/230-1350  
Facsimile: 805/230-1355  
e-mail: [info@socalip.com](mailto:info@socalip.com)

---

**Certificate of Mailing Under 37 CFR 1.8**

I hereby certify that this 1423 page submission is being mailed via USPS to the United States Patent and Trademark Office on June 15, 2005 at approximately 5:00pm PDT.

By:   
Maggie Farnsworth



PTO/SB/08A (08-03)

Approved for use through 07/31/2006. OMB 0651-0031  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 5

### Complete if Known

Application Number	10/810,464
Filing Date	03/25/2004
First Named Inventor	Cunningham
Art Unit	2143
Examiner Name	
Attorney Docket Number	U000-P04042US

### U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
		US- 6,009,409	12-28-1999	Adler	
		US- 5,933,811	08-03-1999	Angles	
		US- 5,019,963	05-28-1991	Alderson	
		US- 6,026,368	02-15-2000	Brown	
		US- 5,504,675	04-02-1996	Cragun	
		US- 5,761,662	06-02-1998	Dasan	
		US- 5,717,923	02-10-1998	Dedrick	
		US- 5,768,521	06-16-1998	Dedrick	
		US- 5,724,521	03-03-1998	Dedrick	
		US- 5,946,664	08-31-1999	Ebisawa	
		US- 5,347,632	09-13-1994	Filepp	
		US- 5,823,879	10-20-1998	Goldberg	
		US- 5,794,210	08-11-1998	Goldhaber	
		US- 6,036,601	03-14-2000	Heckel	
		US- 5,319,455	06-07-1994	Hoarty	
		US- 6,141,010	10-31-2000	Hoyle	
		US- 6,237,022	05-22-2001	Bruck, et al.	
		US- 6,055,513	04-25-2000	Katz, et al	
		US- 6,067,570	05-23-2000	Kreynin	

### FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)				
		WO 98/35300	08-13-1998	Ambrose		
		EP 0 822 535 A2	02-04-1998	Apte		
		WO 00/54201	09-14-2000	Haitsuka		
		EP 1 083 504 A2	03-14-2001	Haitsuka		
		WO 97/27531	07-31-1997	Itakura		
		WO 97/32257	09-04-1997	Itakura		

Examiner  
Signature

Date  
Considered

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 2

of 5

**Complete if Known**

Application Number	10/810,464
Filing Date	03/25/2004
First Named Inventor	Cunningham
Art Unit	2143
Examiner Name	
Attorney Docket Number	U000-P04042US

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (# known)			
		US- 2003/0023488	01-30-2003	Landsman	
		US- 6,009,410	12-28-1999	LeMole	
		US- 5,721,827	02-24-1998	Logan	
		US- 6,141,699	10-31-2000	Luzzi	
		US- 5,305,195	04-19-1994	Murphy	
		US- 6,085,229	07-04-2000	Newman	
		US- 5,105,184	04-14-1992	Pirani	
		US- 5,913,040	06-15-1999	Rakavy	
		US- 5,740,549	04-14-1998	Reilly	
		US- 5,918,014	06-29-1999	Robinson	
		US- 5,636,346	06-03-1997	Saxe	
		US- 5,946,646	08-31-1999	Schena	
		US- 6,338,094	01-08--2002	Scott	
		US- 5,809,242	09-15-1998	Shaw	
		US- 5,959,623	09-28-1999	van Hoff	
		US- 5,643,088	07-01-1997	Vaughn	
		US- 6,389,469	05-14-2002	Vekslar, et al.	
		US- 5,446,919	08-29-1995	Wilkins	
		US- 6,151,643	12-10-1997	Cheng	

**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>3</sup>
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				
		WO 97/32258	09-04-1997	Itakura		
		WO 97/43724	11-20-1997	Itakura		
		WO 97/46946	12-11-1997	Itakura		
		WO 98/13761	04-02-1998	Itakura		
		WO 97/21183	06-12-1997	Naqvi		
		JP 3114348	05-15-1991	Takahashi		

Examiner  
SignatureDate  
Considered

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 3

of 5

**Complete if Known**

Application Number	10/810,464
Filing Date	03/25/2004
First Named Inventor	Cunningham
Art Unit	2143
Examiner Name	
Attorney Docket Number	U000-P04042US

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
		US- 6,151,600	11-21-2000	Dedrick	
		US- 5,855,008	12-29-1998	Goldhaber	
		US- 6,169,542	01-02-2001	Hooks	
		US- 5,737,619	04-07-1998	Judson	
		US- 5,572,643	11-05-1996	Judson	
		US- 5,584,025	12-10-1996	Keithley	
		US- 5,838,790	11-17-1998	McAuliffe	
		US- 5,781,894	07-14-1998	Petrecca	
		US- 5,854,897	12-29-1998	Radziewicz	
		US- 5,974,451	10-26-1999	Simmons	
		US- 5,724,424	03-03-1998	Gifford	
		US- 6,351,745	08-27-1998	Itakura	
		US- 6,356,893	11-10-1998	Itakura	
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			

**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>3</sup>
		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)				
		WO 97/07656	03-06-1997	Barkat / Rakavy		
		EP 0 811 942 A2	12-10-1997	Cheng		
		WO 00/75850	12-14-2000	Haitsuka		
		WO 01/04788	01-18-2001	Haitsuka		
		CA 2,244,002	07-31-1997	Itakura		
		CA 2,247,325	09-04-1997	Itakura		

Examiner  
SignatureDate  
Considered

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

**Complete if Known**

(Use as many sheets as necessary)

Sheet	4
-------	---

of 5

Application Number	10/810,464
Filing Date	03/25/2004
First Named Inventor	Cunningham
Art Unit	2143
Examiner Name	
Attorney Docket Number	U000-P04042US

[illegible]

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)				
		EP 0 749 081	12-18-1996	Reilly		
		WO 97/40514	10-30-1997	Shaw		
		EP 923036	12-11-1997	Itakura		
		WO 97/40601	10-30-1997	McAuliffe		
		WO 97/40447	10-30-1997	Marsh		
		WO 00/75822	12-14-2000	Raheman		

**Examiner  
Signature**

Date  
Considered

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

*If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.*

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  <i>(Use as many sheets as necessary)</i>		<b>Complete if Known</b>	
		Application Number	10/810,464
		Filing Date	03/25/2004
		First Named Inventor	Cunningham
		Art Unit	2143
Examiner Name			
Sheet 5	of 5	Attorney Docket Number	U000-P04042US

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		BRAJNIK, A Shell for Developing Non-Monotonic User Modeling Systems California Digital Library International Journal of Human-Computer Studies, pp. 31-62, vol. 40, no.1	
		DEDRICK, Interactive Electronic Advertising, IEEE Multimedia 1994 (Intel Architecture Labs)	
		DEDRICK, A Consumption Model for Targeted Electronic Advertising, IEEE Multimedia pp 41-49 (Intel Architecture Labs) Summer 1995	
		JENNINGS, A Personal News Service Based on a User Model Neural Network Kansai Advanced Research Centre, Iwaoka, Japan, 1989-90	
		LIEBERMAN, Letizia: An Agent that Assists Web Browsing, M.I.T. Media-Lab Cambridge, MA, 8/1/1995	
		PAZZANI, Learning from hotlists and coldlists: Towards a WWW information filtering and seeking agent Dept. Information & Computer Science UC Irvine, 5/19/1998	

Examiner Signature	Date Considered
--------------------	-----------------

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.